



# City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kathleen A. Garcia, Planning and Community Development Director  
Via Scott W. Huth, City Manager

DATE: July 7, 2014

SUBJECT: Goals and Evaluation Criteria for a Mixed-Use City Hall/Town Hall Project

## REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council review, discuss and provide direction on the Goals and Assessment Criteria for a Mixed Use City Hall/Town Hall project.

## DISCUSSION/ANALYSIS:

At its June 16, 2014 meeting, the City Council initiated the Master Planning phase for a new City Hall and directed staff to look at a range of mixed-use scenarios for the site at 1050 Camino del Mar. These mixed-use scenarios could combine commercial, cultural and/or residential uses with the municipal uses of a City Hall, Town Hall, plaza and public parking as an alternative to solely the municipal uses.

This discussion establishes the goals for why the City wishes to consider additional uses, or mixed-use as part of the City Hall/Town Hall project. In addition, it suggests the Evaluation Criteria that can be used when reviewing and assessing the various alternative scenarios developed during the Master Planning efforts.

### Goals:

Goals for the addition of commercial uses in the City Hall project may include:

1. Stimulate a vibrant community gathering space that is attractive to both residents and visitors.
2. Enliven this portion of Camino del Mar with pedestrian-oriented uses.
3. Expand the commercial activity to the southern end of the Village.
4. Provide a revenue source for City.
5. Maximize the use of parking after City Hall hours.

Goals for the addition of housing in the City Hall project may include:

1. Add vitality to municipal uses.

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## City Council Action:

2. Generate revenue to contribute to this project or other City priorities.
3. Produce affordable housing.

Goals for the addition of other civic or cultural uses may include:

1. Activate the civic space with cultural activities.
2. Provide space for cultural activities not currently offered in Del Mar.
3. Generate foot traffic into the commercial area.

Goals for additional public parking may include:

1. Provide the maximum number of public parking stalls feasible for the least amount of public funding.
2. Reduce parking impacts in the residential neighborhoods.
3. Provide a benefit of additional parking to the commercial district.
4. Provide for an In-Lieu Parking Program reservoir of parking.

Staff is requesting confirmation on, additions, or direction to modify these goals. These goals will be used to structure a range of alternatives that implement some or all of these goals.

*Evaluation Criteria:*

At the July 1, 2013 and September 3, 2013 City Council meetings, the City Council identified, and then utilized, Evaluation Criteria for preliminary site evaluations in order to assess the various publicly held sites under consideration for a new City Hall. On June 2, 2014, the City Council also assessed private properties under consideration, utilizing the same Evaluation Criteria.

The Evaluation Criteria (Attachment A) delineated criteria in three categories:

1. Community Values
2. Operational Criteria
3. Regulatory Criteria

Staff has reviewed these original criteria and find them to also be relevant for assessing the various mixed-use scenarios, with minor modifications. In addition, staff is requesting direction on providing additional Evaluation Criteria for assessing the alternative scenarios, such as:

1. Does the mix of uses activate the civic site by attracting residents and visitors?
2. Does the mix of uses promote walkability, both to and from the project?
3. Does the parking required by the mix of uses substantially impact the provision of public parking?
4. Does the scenario provide for flexibility for changes of use or activity in the future?
5. Does the mix of uses provide revenue to offset the costs of constructing and operating municipal uses?

6. Other?

Following City Council input, staff will prepare an Evaluation Criteria matrix to be used as a scorecard to assess the various scenarios as they are developed. It is anticipated that a range of alternatives and their assessments will be presented to the City Council at a September meeting. Following the City Council's direction, these alternatives will be refined, revised or additional scenarios developed in order to narrow the alternatives to a target of three or less for public choice.

ENVIRONMENTAL IMPACT:

In accordance with CEQA standards, facility planning is not defined as a project and is therefore exempt from the provisions of CEQA. A future project, once defined, will be subject to CEQA review.

FISCAL IMPACT:

On June 16, 2014, the City Council amending the adopted Operating and Capital Budget for FY 2013-2014 and FY 2014-2015 and authorized an amount not to exceed \$100,000 for Master Planning funding.

PRIOR CITY COUNCIL REVIEW:

During the June 16, 2014 meeting, the City Council directed staff to prepare alternative scenarios for evaluation during the Master Planning Phase.

ATTACHMENTS:

Attachment A – Proposed Evaluation Criteria with Draft Additional Criteria

# Attachment A:

## Scenario Evaluation Criteria *(7/1/13; updated 9/3/13, 6/02/14, 7/7/14)*

<b>City Hall Project Evaluation Criteria</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>I. Community Values</b>					
Accommodate ease of access and convenience to the community					
Promote additional community activity and interest					
Provide public gathering space, indoor or outdoor					
Include the potential for revenue generating uses					
Development costs commensurate with community value					
Reinforce the surrounding community character					
Avoids adverse environ. impacts					
Limits community impacts during construction					
Longevity of the structure and site improvements					
<b>II. Operational</b>					
Estimate cost-benefit value - short term (5 year)					
Estimate cost-benefit value – long term (30+ years)					
Promote operational efficiencies for users of the site					
Provide connections between activities and uses					
Support increased energy efficiencies					
<b>III. Regulatory</b>					
Streamline regulatory requirements, entitlements, and associated costs					
Meets zoning or deed restrictions					
Feasibility of development considering standards and codes					
Exposure to natural hazards					
<b>IV. Proposed Additional Criteria</b>					
Mix of uses activates site and attracts residents/visitors					
Mix of uses promotes walkability					
Required Parking does not impact provision of public parking					
Mix of uses provides revenue to offset the municipal uses					
Provides flexibility for changes of use in the future					
<b>TOTAL POINTS:</b>					

Ranking: 0 = Low Benefit, High Impact  
 3 = High Benefit, Low Impact